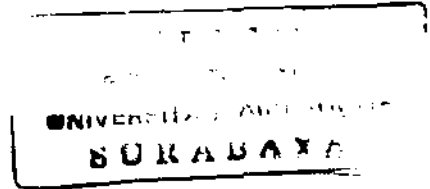


CHAPTER I

INTRODUCTION



Industry is one of the biggest factors generating the economic development in a country. Industry can grow rapidly because of tourism. Tourism is a major source of income for many countries, and plays a vital role in economy. Domestic tourism or international tourism has income and outcome implications on a country's balance of payments. Therefore, tourism industry is the source of tax and revenue from companies, which sell and give service to tourists. The tourism industry is one of government's strategies to promote certain areas in the purpose of entertaining. Moreover, cultural heritage area must be preserved, conserved, and protected well for increasing trade through the sale of goods and services.

Tourism industry has many purposes such as recreational, leisure, and business, but business is more profitable for tourism (<http://en.wikipedia.org/wiki/Tourism>). It attracts enough attention from government. Unlike other businesses, tourism requires a huge support from government. It is mostly because tourism requires a lot of funds and people involved in the process. As we can say through this analysis, tourism creates a huge and various numbers of jobs which can absorb a nation's unemployed workforce. The human resource, which is needed to manage tourism industry, must be competent and have special skill; thus, the government's plans to develop tourism industry in the country can run well.